

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:)	ADVERTISING SYSTEM
)	USING EXISTING SIGNAGE
BRADLEY S. EMALFARB)	
)	
Ser. No.: Unassigned)	
)	
Filed: Herewith)	

INFORMATION DISCLOSURE STATEMENT

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

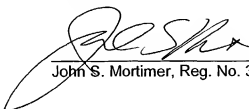
Sir:

Applicant wishes to call the Examiner's attention to the art listed on the attached form PTO-1449. A copy of each reference is attached.

On August 13, 1997, the applicant herein filed U.S. application Ser. No. 08/910,327, which was directed to an Advertising System, which application discloses subject matter common to that in the above application. That application was abandoned after appeal. The art cited during that prosecution is identified herein. The Examiner relied on photographs prepared by her during prosecution. Copies of the Examiner's Actions, in which such art is cited, are being provided herewith.

It is believed that the claims pending in the above application are allowable over the cited references. An early and favorable action on the merits is respectfully requested.

Respectfully submitted,



John S. Mortimer, Reg. No. 30,407

WOOD, PHILLIPS, KATZ
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500 W. Madison St., Suite 3800
Chicago, IL 60661
(312) 876-1800

Date:

June 23, 2003

FORM PTO-1449 (REV. 7-80)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY DOCKET NO.	Sheet <input type="text"/> of <input type="text"/>
LIST OF PRIOR ART CITED BY APPLICANT <i>(Use several sheets if necessary)</i>		SERIAL NO.	
		APPLICANT: Bradley Emalfarb	
		FILING DATE	GROUP

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.B./	AA	2,641,075	6/53	Saul		
/A.B./	AB	2,114,943	4/38	Taylor		
/A.B./	AC	3,564,783	2/71	Dunne		
/A.B./	AD	3,626,896	12/71	Preeshl		
/A.B./	AE	4,205,472	6/80	Shirley		
/A.B./	AF	4,837,959	6/89	Celico		
	AG					
	AH					
	AI					
	AJ					
	AK					

FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
					YES	NO
AL						
AM						
AN						
AO						
AP						

OTHER PRIOR ART (Including Author, Title, Date, Pertinent Pages, Etc.)

AQ		
AR		
AS		

EXAMINER /Alvin Brown/	DATE CONSIDERED 02/28/2009
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this list on separate sheet for each office.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /A.B./